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POWER DOMINATION IN PAULO COELHO'S "THE WINNER STANDS ALONE"

Vidiana Syahril

English Department, Universitas Pamulang

vidianasyahril@gmail.com

ABSTRACT

The study is entitled "Power Domination In Paulo Coelho's "The Winner Stands Alone" conducted in qualitative approach analysis of the form of power domination found between social class in "The Winner Stands Alone" novel. The goal of the study is to identify the form of power domination in social class which was described using Domination in Critical Theory's perspective by Suka (2012). The result of this study shows that the upper class and the owner of the capital are the most dominant class. Moreover, this study shows that they have a power in the form of domination such as class domination, bureaucratic domination, technocratic domination, and cultural domination that is very influential in controlling the lower class's activity, behaviour, and the way of thinking while they accept it unconsciously.

Keyword: *Power Domination, Social Class, Class Domination, Bureaucratic Domination, Technocratic Domination, Cultural Domination*

A. INTRODUCTION

Domination is a practice power over others. On the positive side, power can be used in a good way to help other people, to solve the problem, and to defend the truth which for the purpose of many people. In contrast, power may cause disadvantages for many people if it is too dominated. When power is used for individual purposes, people may use their power to manipulate something and to oppress other people. Indeed, domination is about power over others that actor's power is used to exploit others in order to get the actor's individual purposes. Power domination issue can be seen in the case between the owner of the capital and the working class. There are so many cases about power domination that occurs between the owner of the capital and the working class in Indonesia for example, is the case of "Sea Burials of Indonesian Crew on Chinese Fishing Vessel". As mentioned in Jakartaglobe.id, "AR was one of three Indonesian seamen who died at sea on the vessel and whose bodies were cast overboard into the Pacific Ocean." (Jakarta Globe, 2020). AR and the other Indonesian seamen were the victims of power domination as the working class who are exploited by the owner of the (Chinese fishing vessel) Long Xin 629. Indonesian vessel's crews claimed that they were forced to work standing up for 30 hours, they were constantly underpaid and also they were not allowed to drink bottled mineral water on the ship. (Jakarta Globe, 2020).

Power is something that people could rely on. People with power use their power in a good way for the benefit of many people. For example, to solve the chaos and to defend the truth which for the purpose of many people. However, on the negative side, power may cause disadvantages for many people if it is too dominant. When power is absolutely for the individual purpose, people may use their power to manipulate something, to oppress other people, and to take the freedom of other people. Those people are distorting the purpose and abuse the power they had for the sake of themselves. They have so much greed for themselves and they do not care about other people who get the disadvantages because of their personal purpose.

Power is omnipresent and always happen in the human relationship. According to Foucault (1976) in the History of Sexuality, power is not a structure and not something that is controlled only by the institution or the state. Power is all about the relation, when there is a relation, there is power. Based on that, talking about the relation, human interaction in society is the general relationship in which there is power in there. In daily life, for instance, the

relationship between parents-children, teacher-student, and president-citizen. It shows that the subject of the human relationship consists of two types, there are superior who takes control and inferior who is controlled.

A power arises due to the asymmetrical relationship between humans. The asymmetrical relationship is characterized by two contrasting subjects. The first subject is a superior who always rules, whereas the second subject is inferior who is ruled. Similarly, Mosca (1939) states that there are two classes of people in society, a class that rules, and a class that is ruled. The first class is less numerous and dominates all political functions, manipulates power, and takes the advantages of the power, conversely, the second has more numerous, is ruled by the first.

The issue of power domination portrayed in literary work, especially in the novel. In this study, the writer analyzes the form of power domination that occurs between social class in the narration of “The Winner Stands Alone” written by Paulo Coelho (2008). “The Winner Stands Alone” is a story about a forty years old man named Igor Malev who traveled the glamorous Cannes Film Festival to do his mission – make his ex-wife back. The main problem is Igor believes that he can kill human if he has a good reason for it – such as avoiding human suffering, or bringing back the attention of the woman he loves. In his mission, he kills several peoples to become a message for Ewa – his ex-wife. He wants to prove that he can do anything for his love. Meanwhile, there are many conflict between the upper class and the lower class, and also the owner of the capital and the working class which are described in the narration of the novel.

“The Winner Stands Alone” is the novel by Paulo Coelho that exposed the world of glitz and glamour, the darker side of celebrity, wealth, and excess. The fact that the upper class’ and the owner of the capital’s characters portrayed as superior dominate society in “The Winner Stands Alone” novel seems to be similar with many people in the world we live. This study focuses on the form of power domination that occurs between social class and to find out the most dominant class in the society.

Power Domination

According to Suka (2012), the meaning of domination, in critical theory’s perspective, is a power that comes from human’s ego.

“Arti dominasi dalam perspektif teori kritis adalah suatu kekuasaan yang paling dominan, berasal dari luar diri manusia, sangat mempengaruhi dan turut mengatur seluruh aktivitas dan kegiatan berpikir serta tingkah laku manusia, sementara manusia menerimanya tanpa landasan kesadaran yang utuh.” (Suka, 2012, p. 42)

Based on the quotation above, domination is a power that comes from human’s ego which is very influential in controlling human activity, behaviour, and the way of thinking while they accept it unconsciously. There are four kinds of domination in critical theory’s perspective: class domination, bureaucratic domination, technocratic domination and cultural domination. First, class domination, according to Marx (1964, as cited in Suka, 2012), domination is occurred between two different class; the owner of the capital and working class when the owner of the capital exploits the working class by dominating the production relationship in order to gain more profit and win the market competition, hence the capital owners extort the group of workers who depend on their lives.

Second, bureaucratic domination. According to Weber (1974, as cited in Suka, 2012), modern society controlled by bureaucracy often experiences paradoxical aspects in irrational bureaucracy. The paradoxical aspect is such as information monopoly, bureaucratic crime and tendency.

“Salah satu kontribusi Weber yang sangat terkenal terhadap ilmu social khususnya sosiologi, yaitu analisis klasiknya mengenai birokrasi modern sebagai salah satu bentuk organisasi social yang paling rasional, yang secara teknis dirancang sangat efisien. Namun, masyarakat modern yang dikendalikan birokrasi sering mengalami aspek paradoksal dalam birokrasi yang tidak rasional. Aspek paradoksal itu seperti monopoli informasi, kejahatan birokrasi dan tendensi.” (Suka, 2012, p. 44)

Those paradoxical aspects cause individuals to be in a low position in a bureaucratic organization, which makes them unconscious of how their contribution when connected with thousands of other people, in a system of activities that are interrelated and very rationally organize. Furthermore, Weber defines domination specifically, which refers to cases of coercion of power, when a person acts according to a specific order issued by another person. Offering forms of gifts, awards, material, social honor, is the most pervasive form of binding ties between followers and leaders. (Suka, 2012, p. 45)

Third, technocratic domination. Marcuse points out that, “The industrial society which makes technology and science its own is organized for the ever-more-effective domination of

man and nature, for the ever-more-effective of its resources.” (Marcuse, 1964, as cited in Suka, 2012, p. 46)

The last is cultural domination. According to Suka (2012), cultural domination in Gramsci’s perspective, diverse cultural societies can be ruled out or dominated by one social class. This is the dominance of one social group over another, for example the ruling class over all other classes. His theory claims that the ideas of the ruling class began to be seen as the norm, they were seen as a universal ideology, considered to benefit everyone, but actually only benefited the ruling class.

B. RESEARCH METHOD

This study is conducted by using qualitative method. Then, the books and other references are the source data which is used in this study. The data finding and analysis will be presented in an essay. The study uses qualitative analysis in order to gain a detailed understanding of the study. According to Hancock, Ockleford, and Windridge (2009) state: “Qualitative research focuses on description and interpretation and might lead to development of new concepts or theory, or to an evaluation of an organizational process.” (Hancock, Ockleford & Windridge, 2009, p. 6)

Based on the statement above, qualitative analysis is suitable for the source data such as the books and other references. In this case, this study tends to focus on the specific issues; power domination in “The Winner Stands Alone”. Then, the writer uses the novel and other references as the source of the study that are recognized and classified for the purpose of writing.

C. FINDING AND DISCUSSION

Class Domination: Upper Class As The Superior

“The Winner Stands Alone” novel is the story about the main character named Igor Malev who has a mission to get his ex-wife back. He is an upper class, the successful CEO of a telephone company in Russia.

“Igor is the successful owner and president of a telephone company in Rusia. A year ago, he reserved the best suite in the Martinez (which makes everyone pay up-front for at least twelve nights, regardless of how long they’ll be staying); he arrived this afternoon in his private jet, was driven to the hotel, where he took a bath and then went downstairs in the hope of witnessing one particular scene.” (Coelho, 2008, p. 8)

From the quotation above, it can be seen that as an upper class Igor has the power to get everything that he wants. It shows that Igor can afford the best suite in the Martinez which

everyone cannot easily get that. It is also shown that Igor has privilege power to get whatever he wants. He is untouchable and has the most enviable jobs in the world.

Igor as the superior can be seen in the quotation below.

“Igor is untouched by this destructive power, for he has one of the most enviable jobs in the world. He continues to earn more money in a day than he could spend in a year, even if he were to indulge in all possible pleasures, legal and illegal.” (Coelho, 2008, p. 12)

The quotation above explains that Igor is untouched by this destructive power since he has the most enviable jobs in the world. He can do anything he wants to spend his money legally or illegally. It shows that he has power which is very influential in controlling human activity, behaviour, and the way of thinking while they accept it unconsciously.

Class Domination: The Owner Of The Capital Versus The Working Class

Based on Marx’s theory (1964, as cited in Suka, 2012), domination is occurred between two different class; the owner of the capital and the working class where the owner of the capital exploits the working class by dominating the production relationship in order to gain more profit and win the market competition, hence the capital owners extort the group of workers who depend on their lives. The owner in the quotation above refers to the superior or the upper class who own the capital who has power, whereas the working class is the second class of the society who is ruled by the upper class and has less power than the owner.

The Agents Versus The Actress

There are some people in Cannes who choose actress as their profession. Actresses are categorized as working class and agents as the owner of the capital. Based on quotation above, many actresses who already in the film industry lose out on getting a role because the industry thinks they are too old, even if they are not. It is because every year in Cannes or at any other festival – the new and fresh actresses come to the film industry. The agents know that actresses do not earn much on the film they make, because of it, the agents manipulate and take advantage on the one thing they should not invest in “their own beauty”. It can be seen in the quotation below.

“Their own beauty. They become celebrities, start to change for attending parties, they’re asked to appear in advertisements, promoting various products. They end up meeting the most powerful men and the sexiest actors in the world. They earn a vast amount of money

because they're young and pretty and their agents get them loads of contracts.” (Coelho, 2008, p. 184)

Based on quotation above, the agents as the owner of the capital manipulate their power to take advantages from actresses as the working class to get more money. The agents have more power to rule out about what should actresses do in their job, such as, actresses are asked to appear in advertisements and promoting various products which they end up meeting the most powerful men in the world. From that, actresses will get a vast amount of money and their agents get many of contracts for them. In fact, agents entirely take control of their actresses.

“In fact, they allow themselves to be entirely guided by their agents, who constantly feed their vanity. An actress of this type becomes the dream of housewives, of adolescent girls and would-be actresses who don't even have enough money to travel to the nearest town, but who consider her a friend, someone who's having the kind of experiences they would like to have.” (Coelho, 2008, p. 184)

The quotation above indicates that the agents as the owner of the capital take control of the actresses as the working class by using the lack of experience which the actresses have. It is shown that the type of actresses as mentioned above is still relatively young and inexperienced. They decided to be an actress as their profession because they saw their friend who become an actress has a successful life. Furthermore, the agents as the owner of the capital manipulate their actress to get their own advantages from the actresses.

“She continues making movies and earns a little more, although her press agent always puts it about that she's earning an enormous salary, which is a complete lie that not even the journalists believe, but which they publish anyway because they know the public prefers news to information.” (Coelho, 2008, p. 184)

The quotation above indicates that the agents manipulate the information about the salary of actresses to the journalist which will be informed to the public. The agents exaggerate that information and said that the actresses earning an enormous salary. In fact, actresses only earn a little salary in the movies.

The Film Producer Versus The Author of Novel

In “The Winner Stands Alone” novel, there are professions such as film producer and novel's author. Film producer is people who make a film. Film producer is categorized as the owner of the capital since the job of film producer is make a film proposal and make it happen. In order to make it happen, the film producer need people to work together for making the film. On the other hand, the author of novel is categorized as the working class

who works for the film producer where the author's book becomes the inspiration for the film producer to make the story into something that can be seen on the screen.

“He finds out if the film rights to the book are still available. If the response is negative, he goes in search of another product – after all, more than 60,000 books are published each year in the United States alone. If the response is positive, he phones the author and makes the lowest possible offer, which is usually accepted because it's not only actors and actresses who like to be associated with the dream machine. Every author feels more important when his or her words are transformed into images.” (Coelho, 2008, p. 57)

The quotation above indicates that film producer has plans if the result of the film rights to the book are available or not. If its negative, the film producer will search another book to be filmed since there are so many books are published each year. On the other hand, if the response is positive, the film producer will call the author and makes the lowest possible offer. From that, it can be taken a conclusion that the film producer has more power than the author. Because of that, manipulation occurs in that relationship. The film producer manipulates the amount of the offer to the author by making the lowest possible offer to the author to make he or she gets more advantages from the project. Since it is a chance to make the author's work more recognizable and also “Every author feels more important when his or her words are transformed into images” (Coelho, 2008, p. 57), the author will definitely accept the offer.

“They arrange to have lunch. The producer says that the book is ‘a work of art and highly cinematographic’ and that the writer is ‘a genius deserving of recognition’. The writer explains that he spent five years working on the book and asks to be allowed to help in the writing of the script. ‘No, really, you shouldn't do that, it's an entirely different medium,’ comes the reply, ‘but I know you'll love the result.’ The he adds: ‘The film will be totally true to the book’, which, as both of them know, is a complete and utter lie.” (Coelho, 2008, p. 57)

Based on quotation above, the film producer begins to take control all the film project where the author should take a part of it. The film producer does not allow the author to write the script of the film. The film producer explains that book and film are entirely different medium and he or she promises to the author that the result of the film will be totally as same as the book which is completely a lie.

“The writer decides that he should agree to the conditions, promising himself that next time will be different. He accepts. The producer now says that they have to interest one of the big studios because they need financial backing for the project. He names a few stars he claims to have lined up for the lead roles – which is another complete and utter lie, but one that is always wheeled out and always works as a seduction technique. He buys what is known as an ‘option’, that is, he pays around \$10,000 to retain the rights for three years. And then what happens? ‘Then we'll pay ten times that amount and you'll have a right to 2 percent of the net profits.’ That's the financial part of conversations over with, because the writer is convinced he'll earn a fortune from his slice of the profits.” (Coelho, 2008, p. 57)

The quotation above indicates that class domination between the owner of the capital and the working class that occurs in the social circumstance. The film producer as the owner of the capital manipulates the author of novel as the working class. Firstly, the film producer uses a seduction technique to make the author believes that the film will be successful. The producer lies to the author about a few stars who will be the lead roles in the film. “He names a few stars he claims to have lined up for the lead roles – which is another complete and utter lie...” (Coelho, 2008, p. 57). Then, the producer also manipulates the financial information of the film project which is show in this line, “He buys what is known as an ‘option’, that is, he pays around \$10,000 to retain the rights for three years. And then what happens? ‘Then we’ll pay ten times that amount and you’ll have a right to 2 percent of the net profits.’ That’s the financial part of conversations over with, because the writer is convinced he’ll earn a fortune from his slice of the profits.” (Coelho, 2008, p. 57). In fact, the author will earn less than the producer promises. “If he were to ask around, he’d be soon find out that the Hollywood accountants somehow manage it so that no film ever makes a profit.” (Coelho, 2008, p. 57). It’s show that in fact, the author will get less profits than the film producer offers. It indicates that the film producer as the manipulator control over the author that against his or her will and it gives the disadvantages to the author.

Bureaucratic Domination: The Investor Versus The Film Distributor

The ‘money laundering’ case as a bureaucratic domination can be found in the film distribution industry in “The Winner Stands Alone” novel between the characters: the investors and the film producer. Javits Wild is the film producer who is the victim of bureaucratic domination. “The man had been actor who dreamed of becoming a major star. He couldn’t find any work – although he still took great care of his physical appearance, as if he really were a star – but he got to know the industry.” (Coelho, 2008, p. 166). In the beginning of his career, Javits has made a couple of films from some money which he managed to raise from investors. Although the films were not doing well, his name appeared in the specialist magazine as someone who at least tried to make something different from most famous films. In his difficult time to get the investment for his next film, he was approached by some group of people.

“They made him an offer. He would start up as a film distributor, and his purchase should be something guaranteed to reach a wider public. The major studio would offer vast sums of money for the film, but he needn’t worry – any sum offered would be matched by his new

friends. The film would be shown in lots of cinemas and earn a fortune. Javits would get what he most needed – a reputation. No one would be likely to delve into the life of a frustrated film producer. Two or three films later, the authorities might start to ask where all the money was coming from, but by then, the first step was safely concealed behind the five-year time limitation on all tax investigations” (Coelho, 2008: 167)

From the quotation above, it is show about the money laundering process in film industry. ‘They’ refer to the people who did money laundering by utilizing a new producer in the film industry. Javits Wild who is only the new comer in film industry has to purchase a film which is should be something guaranteed to reach a wider public as a requirement for ‘the investor’ to support the project. After that, the major studio would offer a huge of money for the film. Then after the movie aired in many studios and get profit from the film, Javits would get a reputation in film industry that would make him as a well-known film distributor. Based on the quotation above, after the second and third project, they managed to avoid a tax audit because of a five-year tax investigation limit even after the authorities begin to wonder where all the money was coming from. Meanwhile, in his glorious career as a well-known film distributor, Javits was increasingly trusted by the exhibitors to select the best films on the market and also many directors and producers were soon queuing up to work with him. To keep his reputation in film industry, he always made sure to accept two or three low-budget projects every six months, then the rest is the film made with mega-budgets. The profits of the cinema were deposited in a normal investment fund where the authorities had no idea who are the shareholders in the movie. (Coelho, 2008, p. 167).

As shown above, ‘they’ refer to investors who establish an organization to manipulates the film producer. This organization becomes an irrational bureaucracy since they do the bureaucratic crime which is money laundering. That organization becomes the investor by offering the film distributor money to be invested in their works. From there, the film distributor also got what he was looking for ‘a reputation’ that would make their careers more successful. That is the trick of the investor to dominate the film industry. Investors use the film industry to launder their dirty money by investing. After that, the profits from the film turn into new and clean money that is far from police suspicion.

Technocratic Domination: Phone Versus Modern Society

In “The Winner Stands Alone” novel, people in modern society have unconsciously been dominated by technology called phone. Phone creates people to be passive in their work. They’re addicted to phone in every moment. They’re always checking their phone if there’s

SMS or call, because it's essentials to be receiving it in the middle of your daily activities and in front of other people, it proves in this line.

“It was essentials to be receiving a constant stream of messages or calls, to be prepared to interrupt any conversation in order to answer a call that was not in the least urgent, to stand keying in endless texts via an SMS.” (Coelho, 2008, p. 42-43)

Based on quotation above, phone is no longer purely as method a communicating with others, but a way of showing others how important you are. Some people prefer to busy themselves with their phones rather than communicating directly with people around. It is very important to be answering a direct calls or messages that is not very urgent in the middle of any conversations. It shows that you are important person. According to that, main function of phone is simply not as a communication tool, but a way of showing others how important you are. “... the fact that the phone is no longer simply a method a communicating with others, but thread of hope, a way of believing that you're not alone, a way of showing others how important you are.” (Coelho, 2008, p. 43).

Cultural Domination: Fashion Versus Modern Society

In “The Winner Stands Alone” novel, there is one social group/class who dominates modern society by ruling a fashion trends which followed by the other group. According to Oxford Learner's Dictionary, the definition of fashion is, “a popular style of clothes, hair, etc. at a particular time or place; the state of being popular.” (Fashion, 2020). Indeed, the definition of ‘fashion’ can be seen in this line, “Fashion is merely a way of saying: I belong to your world. ‘I’m wearing the same uniform as your army, so don’t shoot.” (Coelho, 2008, p. 10)

“But some people believe that ‘fashion’ is everything. Every six months, they spend a fortune changing some tiny detail in order to keep up their membership in the very exclusive tribe of the rich.” (Coelho, 2008, p. 10-11)

Based on the quotation above, ‘some people’ in here is a modern society who is willing to spend their money to always changing and updating their fashion. They are required to always follow the latest fashion all the time in order to keep up their membership as an upper class. They do not want to miss fashion trends since it is very important for them to be recognized by the upper class.

The ideas of the ruling class are very influential and it is only benefited ruling class. The ruling class will get benefits from the product sales, on the other hand, the other class/group

will be struggle to make money for buying the exclusive product which they see on television, magazines, or other mass media.

“The father works overtime to be able to buy his son the latest trainers because if his son doesn’t have a pair, he’ll be ostracised at school. This wife weeps in silence because her friends have designer clothes and she has no money.” (Coelho, 2008, p. 11)

The quotation above indicates that people in “The Winner Stands Alone” novel above are modern societies who are obsessed only with material things. Parents who are willing to work harder in order to be able to buy a luxury item for their children so that they are not bullied by their friends. Then, teenagers who are obsessed to become a Hollywood star in order to get fame and glamorous life. They willing to struggle to make money for buying material which in fact it will be useless in any next time.

F. CONCLUSION

After conducting the analysis of power domination, the writer can conclude that “The Winner Stands Alone” novel shows how power domination occurs in the characters. This study found that the upper class and the owner of the capital are the most dominant class. This study shows that they have a power in the form of domination such as class domination, bureaucratic domination, technocratic domination, and cultural domination that is very influential in controlling the lower class and the working class.

The first form of power domination is class domination. From the data, it was found that there are two different classes in the society of the Cannes Film Festival; upper class and lower class. The upper class is people who have more power than the lower class. Upper class as the superior is dominate and rule the society. Igor Malev. Javits Wild, and Hamid Hussein are the upper class who have privilege power to dominate the lower class and get whatever they want.

Moreover, from the data, there are two cases that are found: the agent vs the actress and the film producer vs the author of the novel. First is the agents as the owner of the capital and the actresses as the working class. It was found that the agents manipulate and take advantage of actresses as a newcomer in the film industry. The actresses are asked to appear in advertisements and promoting various products, but, they end up meeting the most powerful men to get a connection in order to get more jobs and get vast money. The second is the film producer vs the author of the novel. It was found that the film producer manipulates the amount of the offer to the author by making the lowest possible offer to the author to make him get more advantages from the project. Then, the film producer takes control of all the

film projects where the author should take part in it. The last, the film producer also manipulates the financial information of the film project to the author.

The second is ‘Money laundering’ case as bureaucratic domination can be found in the film distribution industry in “The Winner Stands Alone” novel between the characters: the investors and the film producer. The investor uses the film distributor’s project to invest their money in that project. The investment aims to make the illegal money of the investor becomes the legal money.

The third is technocratic domination, from the data, it can be found that people in modern society have unconsciously been dominated by a technology called a phone. A phone can create people in modern society to be passive and uncritical to social conditions. Also, phone can create modern society becomes addicted to phone in every moment.

The last is cultural domination, from the data, it was found that modern society in the novel seems to be dominated by a culture from the ruling class which makes modern society become a materialistic human. Fashion is a culture from the upper class to show off their wealth by wearing the exclusive outfits, the number of diamonds, and other branded accessories. The upper class’s fashion becomes trends since they advertise it in mass media and followed by a modern society which will give advantages for the upper class. It becomes a profitable business for the upper class since the fashion product will be advertised in every mass media by the influencers in society.

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